

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

| | | |
|--|---|--|
| Contract / Revision 587226 / | | Alt Order # 9853917 |
| Product ROB ZERBAN EST 3510 | | |
| Contract Dates 10/31/12 - 11/05/12 | | Estimate # 3510 |
| Advertiser Zerban/ D /Congress | | Original Date / Revision 10/30/12 / 10/31/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WITI | Account Executive Ryan Anzalone | Sales Office Chicago-Millenn |
| Special Handling | | |
| Demographic Adults 35+ | | |
| | | Total Ratings 68.30 |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

And:

Adelstein & Associates
Attention: Leah Martin
222 West Ontario Street
Chicago, IL 60610

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|----|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1 | 6 | 11/05/12 | 11/05/12 | FOX Prime Monday 7-8p | 7p-8p | | :30 | | | | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$5,000.00 | 6.20 | | | |
| N 2 | 6 | 10/31/12 | 11/02/12 | M-F 530a-6a | 530a-6a | | :30 | | | | NM | 2 | \$1,470.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 2 | \$735.00 | 2.90 | | | |
| N 3 | 6 | 11/05/12 | 11/05/12 | M-F 530a-6a | 530a-6a | | :30 | | | | NM | 1 | \$735.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$735.00 | 2.90 | | | |
| N 4 | 6 | 10/31/12 | 11/02/12 | M-F 8a-9a | 8a-9a | | :30 | | | | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 2 | \$900.00 | 3.70 | | | |
| N 5 | 6 | 11/05/12 | 11/05/12 | M-F 8a-9a | 8a-9a | | :30 | | | | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$900.00 | 3.70 | | | |
| N 6 | 6 | 11/05/12 | 11/05/12 | M-F 11a-1130a FOX 6 News | 11a-1130a | | :30 | | | | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$475.00 | 4.00 | | | |
| N 7 | 6 | 10/31/12 | 11/02/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 1 | \$825.00 | 2.50 | | | |
| N 8 | 6 | 11/05/12 | 11/05/12 | M-F 5p-530p | 5p-530p | | :30 | | | | NM | 1 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$825.00 | 2.50 | | | |
| N 9 | 6 | 10/31/12 | 11/02/12 | M-F 6p-630p | 6p-630p | | :30 | | | | NM | 2 | \$1,730.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 2 | \$865.00 | 3.40 | | | |
| N 10 | 6 | 11/05/12 | 11/05/12 | M-F 6p-630p | 6p-630p | | :30 | | | | NM | 1 | \$865.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$865.00 | 3.40 | | | |
| N 11 | 6 | 10/31/12 | 11/02/12 | M-F 9-930p | 9p-930p | | :30 | | | | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | | | 2 | \$2,000.00 | 5.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 587226 / | 9853917 |

| Contract Dates | Product | Estimate # |
|---------------------|--------------------|------------|
| 10/31/12 - 11/05/12 | ROB ZERBAN EST 351 | 3510 |

| Advertiser | Original Date / Revision |
|---------------------|--------------------------|
| Zerban/ D /Congress | 10/30/12 / 10/31/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount | | | | | | | | | | | | | | |
|--|-----------------|-----------------|-------------------|-------------|----------------|------|--------|------------|------------|--------------|------|-----------|--------------------|-------------------|-----------------|-----------------|-------------------|-------------|---------------|--|--|--|--|--|--|--|--|
| <table> <tr> <th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr> </table> | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | |
| N 12 | 6 | 11/05/12 | 11/05/12 | M-F 9-930p | 9p-930p | | :30 | | | | NM | 1 | \$2,000.00 | | | | | | | | | | | | | | |
| <table> <tr> <th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr> </table> | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$2,000.00 | 5.00 | | | | | | | | | | | | | | | | | |
| N 13 | 6 | 11/05/12 | 11/05/12 | M-F 930-10p | 930p-10p | | :30 | | | | NM | 1 | \$1,900.00 | | | | | | | | | | | | | | |
| <table> <tr> <th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr> </table> | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$1,900.00 | 4.00 | | | | | | | | | | | | | | | | | |
| N 14 | 6 | 11/03/12 | 11/03/12 | Sa 8a-9a | 8a-9a | | :30 | | | | NM | 1 | \$565.00 | | | | | | | | | | | | | | |
| <table> <tr> <th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr> </table> | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | 1 | \$565.00 | 2.20 | | | | | | | | | | | | | | | | | |
| N 15 | 6 | 11/04/12 | 11/04/12 | Su 8a-9a | 8a-9a | | :30 | | | | NM | 1 | \$565.00 | | | | | | | | | | | | | | |
| <table> <tr> <th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th><th colspan="8"></th></tr> </table> | | | | | | | | | | | | | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | | | | | | | | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$565.00 | 1.90 | | | | | | | | | | | | | | | | | |
| Totals | | | | | | | | | | 68.30 | | 19 | \$23,655.00 | | | | | | | | | | | | | | |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/29/12 - 11/05/12 | 19 | \$23,655.00 | \$20,106.75 |
| Totals | 19 | \$23,655.00 | \$20,106.75 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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NAB Form PB-17 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Sennis Haggerty

being/on behalf of: Rob Zerkow, a legally

qualified candidate of the Democratic political

party for the office of: WI-1

in the state of Wisconsin

election to be held on: 11/6/2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Funds for Congress
and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jeri Jacobson
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/5/2012 [Signature]
Date Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title

OCT-30-2012 04:16

24951

ADELSTEINILISTON
222 WEST ONTARIO STREET, SUITE 600
CHICAGO, ILLINOIS 60654

THE PRIVATE BANK
120 SOUTH LA SALLE STREET • CHICAGO, ILLINOIS 60603
2-648-710

 **Discover® Card**
Member of Discover

10/30/2012

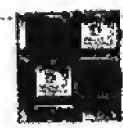
PAY TO THE
ORDER OF **WTI-TV**

\$ ****20,106.75**

Twenty Thousand One Hundred Six and 75/100

DOLLARS

WTI-TV



AUTHORIZED SIGNATURE

MEMO

Zerban for Congress est 3510

⑈024956⑈ ⑆071006486⑆ 116908⑈

ADELSTEINILISTON

24951

WTI-TV

10/30/2012

Zerban for Congress est 3510

20,106.75

and 75/100

Chk Account Adelstei Zerban for Congress est 3510

20,106.75

TOTAL P.01

P.01/01